

Plaintiffs' Exhibit 43



AWBid Update for DMPM

Cross-exchange buying for remarketing

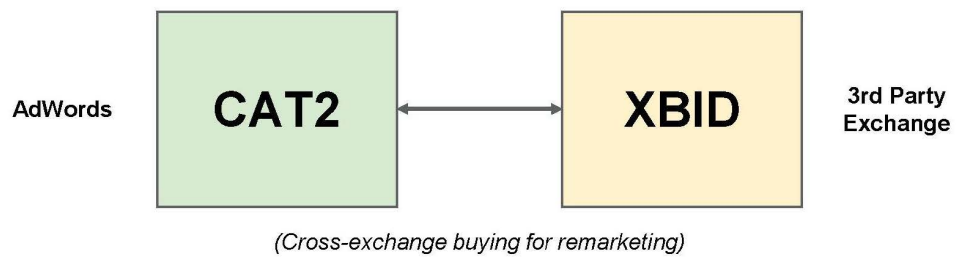
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What is AWBid (AdWords Bidder)?



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Google

Inventory Quality Meets AdX policy ratings and compares to AdSense Longtail

Based on June review by stwhite@, pfb@ in Vinay Rao's team

Policy rating:
6/10 (vs. 7/10 AdX)

Subjective Content Quality:
3/10, compares to long-tail AdX/AdSense

Issues addressable with blacklists:
Webmail, Copyright, Cracking/Hacking, T&C compliance, few low quality sites

Need to monitor but not blocking:
Ad injection, Sexual Content, Desktop app inventory, Syndication

Recommendation:
No blocking issues, especially if audience buy

	Description	Action
Webmail	6-7 webmail providers (eg. orange.co.uk)	blacklist/whitelist based off webmail beta solution
Copyright	some evidence, eg. dramafire.com , anmoltoiv.info	AdSense blacklist
Cracking/Hacking		
T&C compliance	MP3/Video downloads, subverting rights, use Google Product abuse blacklist	
Ad injection	suspecting ad injections (eg. thephonebook.bt.com)	not blocking: can create a list of top 100 O&O properties and block them
Sexual Content	very little evidence, eg. imgur.com	not blocking: keep monitoring
Desktop app		not blocking: keep monitoring
Multi-level Syndication	can create a list of top 100 O&O properties and block them	not blocking: keep monitoring

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<https://docs.google.com/a/google.com/document/d/1Oe2MMiLAo2RF43vVm462sDxe9i2jS1HJkMyIN07nSP8/edit>



Click Spam is at acceptable levels in most exchanges, actions for outliers needs discussion

Based based on 5/18 - 6/16 [analysis with power drill](#) and [writeup](#) by privard@, kdhuang@

Currently not getting spam signals on impression basis but will with launch [115647](#)

Casale Media's spam due to ad verification service, can be addressed with special log handling on our end.

Next Steps

More experimentation needed understand nature of spam, then work with offenders to address spam or terminate buying

	Online	Offline
Rubicon	Live EOW	Live EOW
OpenX	14.8%	3.5%
Casale Media	35.2%	0%
PulsePoint	14.6%	100%
Pubmatic	17.9%	insufficient traffic
Yieldlab	14.8%	insufficient traffic
AdX	10.4%	1%

percentage of clicks considered fraudulent, based on same spam criteria applied to AdX

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